3

4

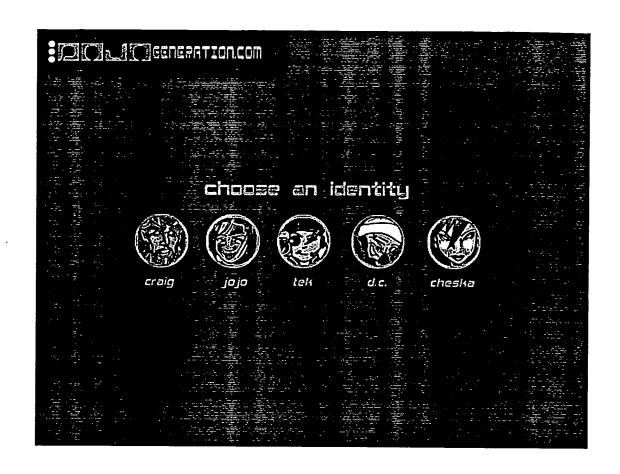
•:

1

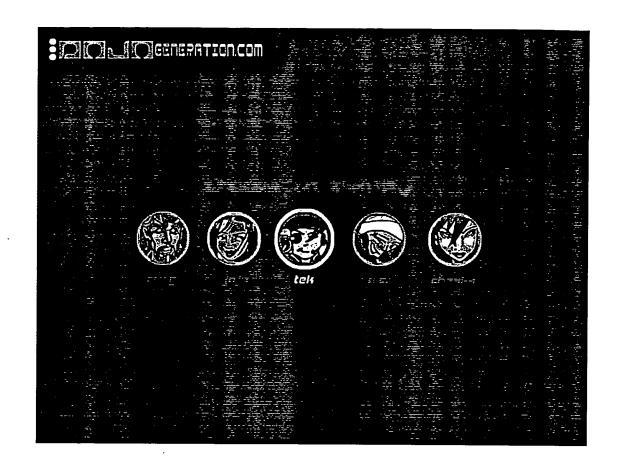
. :

- :

:



F16. 4



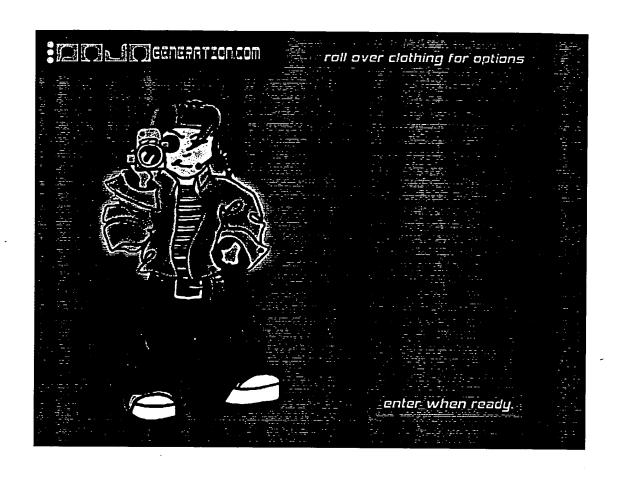
F16. 5



F16. 6



F16. 7



F16.8



F16. 9



F16. 10

, ;

DATABASE

USER	IP Address Password Character name (optional) Personal data (optional) Name Address E-mail Zip code
PERSONA	Attribute Choices Gender Age Dress Accessories Interests Actions Taken Link to site A Viewed page x Took survey on topic z
	Survey answers Exit page x /time at page x Return to home site/time at site A Go to page 5 Select choice C •
HISTORY	• Date

Time in Time out

-

